Rep Order# EC'd Yes

9800222

Ver# 3

Status Revised

Traffic Order# 50965

Printed:

08/23/2012 1:30 PM 08/23/2012 12:09 PM

Last Received: Showing Buylines: All Rep & Sta Revised Lines

WKRC-TV CINCINNATI, OH Station

Advertiser) POLITICAL ISSUE GROU

CROSSROADS GPS Product Estimate#

1270

ANNE BRAUNSCHEIDEL Buver

Phone# Fax#

Agency C/P1/P2/E Flight Dates

Agency

//1270 08/23/2012 - 08/29/2012

600 FAIRMOUNT AVE, SUITE 306

TOWSON, MD 21286

) MENTZER MEDIA SERVICES

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON 1 of 2

Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM #9790984.

PLS CNF

Lucs 103,709

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
					6								
	*25	Sales Rema		ET 3 ADD	P3	:30	s600.00	08/25-08/25	1	1	1	\$600.00	
	*26	V3 Added SA Sales Rema	6P-630P rk: V	NEWS '3 ADD	P3	:30	s600.00	08/25-08/25	1	1	1	\$600.00	

---REPORT TOTALS---

Report Totals: 2 / \$1,200.00

V3 Added

---SALES MONTHLY TOTALS---

30 / \$51,850.00 Sep 12: Aug 12: 28 / \$53,250.00

Sales Totals: 58 / \$105,100.00 Station Totals: 58 / \$105,100.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

29% 0 % UNKN 0 % WBQC 0 ₹ WCPO \$235,597 CABL 0% EKRC Market Totals 0% WXIX 7 2 17% WSTR WKRC 44% WLWT

Rep Order# EC'd Yes Ver# 3 Status Revised

Traffic Order# 50965

08/23/2012 1:30 PM 08/23/2012 12:09 PM

Last Received: 08/23/2012 12:09 PM Showing Buylines: All Rep & Sta Revised Lines

Printed:

Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU

9800222

Product CROSSROADS GPS

Estimate# 1270

Buyer ANNE BRAUNSCHEIDEL

Phone# Fax#

Books null Demos RA35+ Agency () MENTZER MEDIA SERVICES

600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1270

Flight Dates 08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

2 of 2

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

Spot Manager: All, 08/23/12-08/29/12



Order Product Descript Estimate # Priority | Spot # | AE Rate Ad-ID Inv. Code (Booked) Time Period Weekday | Air Time Length Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 P-2 1 MWASH 3:00 PM-4:00 PM 1270 08/23/12 Thursday):58:32 PM :30 \$600.00 OHSNT\Let's Make a Deal CROSSROADS GPS 1270 P-2 2 MWASH 3:00 PM-4:00 PM **CROSSROADS GPS** 08/24/12 Friday3:58:32 PM :30 \$600.00 OHSNT\Let's Make a Deal 2 \$1,200.00 Line: 2 :30 \$1,500.00 OHSNT\4p Local 12 News at Fc(4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 P-1 1 MWASH 08/23/12 Thursday 1:35:16 PM \$1,500.00 OHSNT\4p Local 12 News at Fc (4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 P-1 2 MWASH 08/24/12 Friday 1:50:06 PM :30 2 Line: 3 P-1 2 MWASH :30 \$1,600.00 OHSNT\5p Local 12 News at Fi\(5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 08/23/12 Thursdavi:04:48 PM 1270 P-1 1 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fi\(5:00:00 PM-5:30:00 FCROSSROADS GPS Fridayi:12:20 PM :30 08/24/12 2 \$3,200.00 5 55 5 5 40 . Line: 4 1270 P-2 1 MWASH \$1,800.00 OHSNT\6p Local 12 News at Si:6:00 PM-6:30 PM CROSSROADS GPS 08/23/12 Thursdayi:05:34 PM :30 1270 P-2 2 MWASH Fridayi:05:34 PM :30 \$1,800.00 OHSNT\6p Local 12 News at Si:6:00 PM-6:30 PM CROSSROADS GPS 08/24/12 2 Line: 5 :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 1270 P-2 2 MWASH 08/23/12 Thursday':11:12 PM CROSSROADS GPS 1270 P-2 1 MWASH 08/24/12 Friday':28:19 PM :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM 2 \$2,800.00 Barane Line: 6 P-2 1 MWASH 08/23/12 Thursday':35:45 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 1270 1270 P-2 2 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 08/24/12 Friday':51:29 PM :30 2 \$2,800.00 Line: 7 P-2 **CROSSROADS GPS** 1270 1 MWASH 08/24/12 Friday:58:45 PM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM 1270 P-2 2 MWASH :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM **CROSSROADS GPS** 08/24/12 Friday 1:23:30 XM 2 \$1,500.00 Line: 8 P-2 1 MWASH 1270 :30 \$1,900.00 OHSNT\11p M-Su Local 12 Nev 11:00 PM-11:35 PM CROSSROADS GPS 08/23/12 Thursday :34:15 PM **CROSSROADS GPS** 1270 P-2 4 MWASH \$1,900.00 OHSNT\11p M-Su Local 12 Nev 11:00 PM-11:35 PM 08/24/12 Friday:34:30 PM :30 11p M-Su Local 12 Nev 11:00 PM-11:35 PM **CROSSROADS GPS** 1270 P-2 2 MWASH \$1,900.00 08/25/12 Saturday:33:30 PM :30 P-2 :30 \$1,900.00 11p M-Su Local 12 Nev 11:00 PM-11:35 PM CROSSROADS GPS 1270 3 MWASH 08/26/12 Sunday :27:07 PM 4 \$7,600.00 AND ALL SHOULD Line: 9 1270 P-2 2 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 08/23/12 Thursday):28:15 PM :30 \$5,000.00 OHSNT\Thu Reg 3 P-2 1 MWASH \$5,000.00 OHSNT\Thu Reg 3 10:00 PM-11:00 PM **CROSSROADS GPS** 1270 :30 08/23/12 Thursday):43:40 PM \$10,000.00 Line: 10

WIDE ORBIT

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Order Product Descript Estimate # Priority | Spot # AE Time Period Ad-ID Inv. Code (Booked) Rate Weekday | Air Time | Length Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 1 MWASH 10:30 AM-11:00 AM CROSSROADS GPS 1270 P-1 Face the Nation Sunday):29:26 AM :30 \$1,100.00 08/26/12 3.1 \$1,100.00 Line: 11 P-2 1 MWASH 1270 CROSSROADS GPS 630p Local 12 News St 6:30 PM-7:00 PM \$850.00 Sundavi:29:56 PM :30 08/26/12 1 1 \$850.00 1967 20 100 Line: 12 P-2 1 MWASH CROSSROADS GPS 1270 7:00 PM-8:00 PM Sun Reg 1 Sunday':39:38 PM :30 \$4,000.00 08/26/12 P-2 2 MWASH CROSSROADS GPS 1270 Sun Reg 1 7:00 PM-8:00 PM :30 \$4,000.00 08/26/12 Sundayi:58:56 PM 2 41. 30.9% \$8,000.00 Line: 13 P-2 2MWASH 1270 CROSSROADS GPS 10:00 PM-11:00 PM :30 \$3,200.00 Sun Reg 4 08/26/12 Sunday):29:00 PM P-2 1 MWASH **CROSSROADS GPS** 1270 10:00 PM-11:00 PM :30 \$3,200.00 Sun Reg 4 Sunday):44:02 PM 08/26/12 2 \$6,400.00 Line: 14 1270 P-2 1 MWASH CROSSROADS GPS 3:00 PM-4:00 PM Let's Make a Deal \$600.00 :30 08/27/12 Monday3:59:12 PM 2 MWASH P-2 1270 3:00 PM-4:00 PM **CROSSROADS GPS** Let's Make a Deal :30 \$600.00 Tuesday::58:32 PM 08/28/12 P-2 3 MWASH **CROSSROADS GPS** 1270 \$600.00 Let's Make a Deal 3:00 PM-4:00 PM 08/29/12/Vednesday1:28:36 PM :30 3 \$1,800.00 Line: 15 1 MWASH P-1 4p Local 12 News at Fc (4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 :30 \$1,500.00 08/27/12 Mondayl:43:51 PM P-1 2 MWASH 4p Local 12 News at Fc (4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 :30 \$1,500.00 08/28/12 Tuesday 1:51:56 PM 4p Local 12 News at Fc(4:30:00 PM-5:00:00 FCROSSROADS GPS 3 MWASH P-1 1270 \$1,500.00 08/29/12 Nednesday 1:28:51 PM :30 3 Silver Si 161 \$4,500.00 Line: 16 2 MWASH 5p Local 12 News at Fi^{(5:00:00} PM-5:30:00 FCROSSROADS GPS 1270 P-1 :30 \$1,600.00 08/27/12 Mondayi:04:18 PM P-1 3 MWASH 5p Local 12 News at Fir(5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 08/28/12 Tuesdayi:04:18 PM :30 \$1,600.00 P-1 1 MWASH 5p Local 12 News at Fir (5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 08/29/12 Nednesday i: 11:10 PM :30 \$1,600.00 3 \$4,800.00 Line: 17 2 MWASH 1270 P-2 6p Local 12 News at Si:6:00 PM-6:30 PM CROSSROADS GPS \$1,800.00 :30 Monday):19:02 PM 08/27/12 P-2 1 MWASH CROSSROADS GPS 1270 6p Local 12 News at Si:6:00 PM-6:30 PM :30 \$1,800.00 08/28/12 Tuesdayi:12:43 PM P-2 3 MWASH 1270 6p Local 12 News at Si:6:00 PM-6:30 PM CROSSROADS GPS :30 \$1,800.00 08/29/12/Vednesday):11:38 PM 3 \$5,400.00 RATIO TRANSPORT THE Line: 18 3 MWASH P-2 CROSSROADS GPS 1270 7:00 PM-7:30 PM M-F 7p-730p :30 \$1,400.00 08/27/12 Monday':11:12 PM 1 MWASH P-2 **CROSSROADS GPS** 1270 7:00 PM-7:30 PM M-F 7p-730p :30 \$1,400.00 08/28/12 Tuesday':28:04 PM P-2 2 MWASH 1270 CROSSROADS GPS M-F 7p-730p 7:00 PM-7:30 PM 08/29/12/Vednesday':04:11 PM :30 \$1,400.00 \$4,200.00

WIDE GRBIT

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Spot Manager: All, 08/23/12-08/29/12



	Air Time Leng	gth	Rate Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descrip	A-L-Sumate		Spot# AE
tiser: Crossroads Grass Root P	olitical								
gency: Mentzer Media Services									
Station: WKRC-TV									
Order: 50965									
Line: 19								5.0	ONAVAZACI
	/':42:22 PM	:30	\$1,400.00		7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2 MWAS
	/':43:52 PM	:30	\$1,400.00	m	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
08/29/12/Vednesday		:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3 MWAS
10.15(2).15(2).15(2)		74	\$4,200.00	Dallan (1964) by	FA COURT		a Albanda Se		3
Line: 20		-							
	y::26:00 XM	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4 MWAS
	y :46:45 PM	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1 MWAS
	y::12:00 XM	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2 MWAS
08/29/12 Vednesda		:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3 MWAS
08/29/12/Vednesda		:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5 MWAS
55.25, .2.15411664			\$3,750.00						5
Line: 21			13 7	en e					
	y :26:52 PM	:30	\$1,900.00	11p M-F Local 12 New	:11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2 MWAS
	y :27:26 PM	:30	\$1,900.00	11p M-F Local 12 New	:11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1 MWAS
08/29/12 Nednesda		:30	\$1,900.00	11p M-F Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3 MWAS
00/25/12/Vednesda	y .20.10 1 W	* 4	\$5,700.00						3
		(114)	40,1, 60,00			ACCOMPANIES OF THE PROPERTY OF			
Line: 22		.20	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
	y):29:51 PM	:30 :30	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2 MWAS
	y):59:16 PM	.50	\$7,000.00	Tuo Hog					2
			\$7,000.00						
Line: 23			05 500 00	Mad Dog 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1 MWA
08/29/12 <i>N</i> ednesda	Page Commission Commission Commission (Commission Commission Commi	:30	\$5,500.00	Wed Reg 2	9.00 FW-10.001 W	CITOGOTTOT OF C	4		1
34.76.24.34	111	100	\$5,500.00			A Company of the Comp			18 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Line: 24							1270	P-2	1 MWA
08/29/12/Vednesda	ay):28:51 PM	:30	\$5,000.00	Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	F-Z	1
			\$5,000.00						<u> </u>
Line: 25								5.0	4.840.44
08/25/12 Saturda	av	:30	\$600.00	Sa Prime Access Rota	at 7p-8p	CROSSROADS GPS	1270	P-3	1 MWA
2 T			\$600.00				Marke 4 3	ALPENIA NE	1
Line: 26		180							
08/25/12 Saturda	av.	:30	\$600.00	6pm Local 12 News S	a 6p-630p	CROSSROADS GPS	1270	P-3	1 MWA
	Barrier St. Swig L. A		\$600:00	NAME OF STREET			154		5 3 3 1
							ru (sagran, s	58
			\$105,100.00		2 A S C C C C C C C C C C C C C C C C C C				58
	A CONTRACTOR	706-20	\$105,100.00					7.0	58
			\$105,100.00					A STATE OF THE STA	58
小型形态的基础的数据。		,	\$105,100.00					Don't have	
			\$105,100.00						58

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